

# INTB – INTERNATIONAL BUSINESS

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## INTB 255

### Doing Business Internationally - Study Tour

**3 Credits Total (100-0-0)**

This course introduces students to specific business conditions, culture and practices in a host country, countries or area. Students examine doing business abroad from a cultural context. While abroad, students may attend business lectures at universities, tour local companies, and/or meet with business leaders and students allowing them to envelop themselves within the culture of the host country. Students learn about developing intercultural competencies in pre-departure courses and orientations and put their learning into practice while participating in academic, business and community events and activities in the host country, countries or area.

*Prerequisites: 24 MacEwan University or Transfer Credits.*

## INTB 300

### Introduction to International Business

**3 Credits Weekly (3-0-0)**

Students are provided an overview of theory, concepts and issues, related to the field of international business based on the premise that decision making in every company is influenced by a variety of global factors. Topics to be surveyed in detail in this course include: globalization and the globalization debate, political and legal systems around the world, economic systems around the world, components of culture and cross cultural business, ethics in international business, and theories of international trade and investment. Students are also introduced to the various levels of regionalization, key insights on FDI, international financial markets and foreign exchange, international strategy, entry modes, marketing, production, and human resource management.

*Prerequisites: ECON 102 and BUSN 201.*

## INTB 310

### Global Business and Sustainability

**3 Credits Weekly (3-0-0)**

Students examine the increasingly important issue of sustainability of business in different contexts, varying with respect to geography, industry, and organization type and size. Students discuss complex and controversial issues from both a broad macro national/international viewpoint, as well as from the perspective of the management of an individual firm and its stakeholders. Students analyze business decision making with consideration of ecological, social, and ethical factors that matter in different contexts.

*Prerequisites: BUSN 201.*

## INTB 311

### Diversity and Intercultural Communication

**3 Credits Weekly (3-0-0)**

Students study and practice the theoretical and conceptual applications aspects of diversity and cross-cultural communications from an interdisciplinary perspective. The dynamics of diversity in the workplace, cross-cultural communications and the different models used to look at these issues are analyzed. Students assess and analyze situations, case studies, and research and develop tools and skills to lead, navigate, participate and work in diverse and cross-cultural business settings both locally and internationally. Students will also take part in cross-cultural experiences and/or simulations.

*Prerequisites: ORGA 201.*

## INTB 312

### Conducting Business in Asia

**3 Credits Weekly (3-0-0)**

Students study the profiles of the Asia Pacific countries (China, Japan, Korea, Taiwan, Hong Kong and SE Asian countries) and their political, economic and cultural relations with Canada. The business dynamics and trends of Asia Pacific are discussed in detail. Through case studies and group projects, students analyze business practice and acquire the skills to conduct business in Asia. Note: Credit can only be obtained in one of INTB 312 or INTB 320.

*Prerequisites: INTB 300 or consent of the program.*

## INTB 313

### Business in Regional World Markets

**3 Credits Weekly (3-0-0)**

This course takes a "geographic economy" approach to the study of international business theory and practice. Participants analyze blocks of countries that are clustered along diverse dimensions such as geography, economy, politics, and culture. While comparing and contrasting trends across regions, students mobilize the theories learnt previously, learn new ones, and develop critical thinking skills. Note: Credit can only be obtained in one of INTB 313 or INTB 320.

*Prerequisites: INTB 300 or consent of the program.*

## INTB 320

### Regional Perspectives of International Business

**3 Credits Weekly (3-0-0)**

This hands-on course takes a 'geographic economy' approach to the study of international business theory and practice. Participants analyze blocks of countries that are clustered along diverse dimensions such as geography, economy, politics, and culture. While comparing and contrasting trends across regions, students mobilize the theories learned previously, acquire new concepts and tools, and develop critical thinking abilities and analytical skills. Note: Credit can only be obtained in one of INTB 312, INTB 313 or INTB 320.

*Prerequisite: INTB 300.*

## INTB 330

### Cross Border Trade Transactions

**3 Credits 3-0-0**

This course provides a general survey of international trade and commerce. After a review of the relevance of international trade (covering exports, imports, and third country trade) for Canada's income and employment needs, students focus from an international trade manager's perspective, on topics such as export/import organization, foreign exchange, pricing and quotations, government and private export assistance, import/export documentation and procedures, international trade bank financing, documentary credits, international payments and collections, payment risk insurance, marine insurance, export and import shipping logistics management.

*Prerequisites: INTB 300.*

## INTB 380

### International Internship or Work Experience

**3 Credits Total (0-0-160)**

Students gain discipline-related practical work experience in international operations located in Canada or overseas. Students must perform a minimum of 160 (minimum of 4 weeks) work hours in a full-time job approved by the program. While students are engaged in paid work, they are assessed on learning outcomes generated in conjunction with a discipline advisor.

*Prerequisites: Approval of the Department.*

### **INTB 400**

#### **Global Strategy**

**3 Credits Weekly (3-0-0)**

In this course, students apply insights from international business to evaluate strategic imperatives, organizational challenges, and managerial implications of transnational organizations. Students evaluate global environments, industries, global value chains, and firm's value chain to develop potential strategic alternatives for the organization. A combination of theory and case analysis provides students with the theoretical and applied understanding of how global businesses develop and attain their objectives. Note: Credit can only be obtained in one of INTB 412 or INTB 400.

*Prerequisites: INTB 320 and INTB 330.*

### **INTB 413**

#### **International Entrepreneurship**

**3 Credits Weekly (3-0-0)**

This course addresses issues specific to international venturing and including search and identification of opportunities in foreign markets, logistics of international business expansion, cross-cultural business communication, international sourcing, international deal making and networking.

*Prerequisites: At least third year standing as well as BUSN 201.*

### **INTB 497**

#### **Special Topics in International Business**

**3 Credits Weekly (0-0-3)**

This course involves reading, discussing and critically evaluating current research on specialized topics of interest to senior students in the Bachelor of Commerce. Topics covered vary with the interests of students and faculty and may include an applied field research component in business, government or community. Students should consult with faculty members in the Department of International Business, Marketing, and Strategy for details regarding current offerings. This course can be taken twice for credit.

*Prerequisites: Minimum of C- in one 300 level INTB (p. 1) course and consent of the department chair or designate.*

### **INTB 498**

#### **Independent Studies in International Business**

**3 Credits Weekly (0-0-3)**

In consultation with, and supervised by, a member of the department or an approved professional in the community, a senior student undertakes advanced scholarly work related to the field of international business. The faculty member guides the student in designing and undertaking this work, using appropriate assumptions and methods, to arrive at warranted conclusions and outcomes that will advance international business knowledge or practice or create meaningful results. Note: This course can be taken twice for credit.

*Prerequisites: Consent of the course instructor and the department chair.*

### **INTB 499**

#### **Honours Thesis - International Business**

**3 Credits Weekly (3-0-0)**

Under the direction of a faculty member, students conduct a research project on an approved topic related to their major culminating in an honours thesis. Students then present and defend their thesis in a public forum. Restricted to Bachelor of Commerce Honours students.

*Prerequisites: BUSN 496.*