International Business Diploma Course Descriptions

Developing an International Business Strategy
MGMT 7710 (4 units)

This "big picture" module is offered to prepare participants to develop an international strategy consistent with their firms' overall strategy. Participants learn how to identify industry/country attractiveness and how to gauge the strengths and weaknesses of potential competitors. This course further explores entry strategies, localization issues and the benefits of different forms of partnerships or alliances.

International Marketing Decisions
MKTG 7801 (4 units)

This course will cover the basic concepts and principles of finance, and then introduce the tools and mechanisms used to make sound financing decisions. Emphasis is placed on developing understanding of the process for making effective export marketing decisions. Topics include foreign sales tactics, product pricing assessments and channeling opportunities to foreign buyers.

e-Commerce Marketing for International Business
MKTG 7806 (4 units)

Internet Marketing and e-commerce are growing faster than any marketing medium ever has. Broader marketing, increased sales, improved customer service, reduced costs and improved customer data collection are just a few of the benefits companies are receiving as they develop their e-commerce strategies.

In this introductory overview course, you will learn what it takes to market and promote a successful e-commerce solution. You will learn how e-commerce fits into the marketing mix. You will analyze market trends and case studies, and discuss strategies for acquiring and retaining target customers online. You will also learn what it takes to maintain a successful e-commerce program and how to measure results vs. marketing objectives.

International Business Finance
FIN 7700 (4 units)

The basic concepts and principles of finance are reviewed before participants gain exposure to the tools and mechanisms used to make sound financing decisions. Topics include the role of insurance, hedging and other financial mechanisms, developing robust payment solutions for exporting and importing, and e-commerce tools in international trade. A review of the principal financial institutions that assist international trade, both in the U.S. and among principal U.S. trading partners, also is provided.

International Business Law
MGMT 7712 (4 units)

International and domestic law is explored in the context of international business. The course provides a general overview of corporate and partnership law. It also covers the treatment of intellectual property rights in the context of international business, the legal framework associated with imports and exports and the mechanisms and institutions that affect conflict resolution.
Global Supply Chain Management
MGMT 7700 (4 units)

This course focuses on how organizations plan, design, and execute global supply chain management (GSCM) to create a competitive advantage through producing and delivering their primary goods and services worldwide through stores or e-commerce. To fulfill orders successfully for targeted customers, organizations must rely on internal integration of the purchasing, production, and logistics processes plus external collaboration with channel partners such as suppliers, contract manufacturers, distributors, and retailers. Outsourcing, off-shoring, Web-based and other technologies, relationships, complexity, risk, and sustainability are some of the key aspects in GSCM that require advanced practices and tools to succeed. This course uses expert knowledge, cases, and analysis to demonstrate how companies can create value in GSCM in various industries. It will include presentation, discussion, and the application of the concepts presented so students can tailor the content to their own particular area of interest.