INTERNATIONAL BUSINESS TOPICS COURSES  
(from Fall 1998 to present)

**INB 190A Topic: Meaningful Life and Productive Career.** Provides students the opportunity to examine their values and goals as they explore career options in international business. Selected topics include the purpose and role of business in society, liberal learning and successful leadership, spirituality in business, the meaning and experience of happiness, and work-life balance strategies. Students will learn useful methods of exploring and researching career options, as well as skills of developing and tailoring resumes, interviewing, projecting a professional image and strategies for managing the transition from student to professional. **NOTE:** Section 1 designed for freshmen and sophomore students, section 2 designed for juniors and seniors.

**INB 390A Topic: Managing the Digital Firm.** The combination of powerful technology developments and global business opportunities has led to the creation of new organizational forms and new challenges in managing those forms. We call these new organizational forms, “the digital firm,” to emphasize that every aspect of the firm is touched and potentially transformed by technology and systems like the internet, mobile phones, or skype. This course focuses on understanding the nature of the digital firm and the key issues in organizing and managing it. Managers of digital firms need to identify the challenges facing their firms; understand the technologies that will help them meet these challenges; design business processes to take advantage of the technologies; and create management procedures and policies to implement the required changes. **Prerequisite:** INB 300.

**INB 390B Topic: The Australian Business Environment.** Elective course designed to give students the opportunity to explore the structural elements and unique dynamics of the Australian business environment. The course will guide students in understanding the complexities and challenges of this nation as they partner and compete in the South Pacific. Utilizes a seminar format. **Australian Studies minor elective.**

**INB 390B Topic: International Market Research-China.** China is known for its apparel and toy exports. Most recently, the Chinese began exporting electronic products, spirits, and automobiles. How do the Chinese enter foreign markets? Which product? Can they establish their own brand abroad? These and other questions will be discussed and specifically researched in this course. The objectives of this course are twofold: providing students with the fundamentals of the research process and a better understanding of the globalization of Chinese firms. Each student will complete an individual research paper. The best papers will be selected to be published in a book and/or be submitted to an international conference. Possible workshop on the topic at Rollins College (to be announced). **Prerequisite:** INB 300.

**INB 390C Topic: International Advertising and Promotions.** Covers fundamental theory and constructs of effective advertising and promotions from an international perspective. Students will analyze successful/unsuccessful execution of advertising/promotion campaigns and design advertising/promotion campaigns. **Prerequisite:** Junior standing.

**INB 390C Topic: International Business Transactions.** Foundations course that serves as a complement to **Topic: International Business Law.** Together, the courses form an invaluable business orientation for the international student. Focuses on international sales, negotiation of business transactions, letters of
credit, e-commerce, import and export controls, trade law, currency issues, technology transfers (including intellectual property and licensing) franchising and foreign investment. Prerequisite: junior or senior INB majors only.

INB 390E Topic: International Entrepreneurship. Provides students with learning opportunities to explore the international business start-up around the contexts of business environments. Areas to be explored: personal entrepreneurial development, entrepreneurship and sustainable development, social entrepreneurship, eco-entrepreneurship, entrepreneurship in underdeveloped and emerging markets, and organizing for entrepreneurial ventures. Prerequisite: INB 300.

INB 390G Topic: International Business Law. An introduction to international law and jurisprudence, the Hague, and international business transactions in international trade terms, financing international trade transactions, legal problems arising from tariffs, international tax policy, commercial treaties, international trade agreements (GATT), the Vienna convention on the law of treaties, World Intellectual Property Organization and other such bodies, and the resolution of international trade disputes. Prerequisite: INB 300. Registration preference: Junior and Senior INB majors.

INB 390H Topic: Global Brand Management. Organized around the product and brand management decisions that must be made to build, measure, and manage brands, this course seeks to increase students' understanding of important issues in planning and evaluating brand strategies and to provide appropriate theories, models, and tools to improve product and branding decisions. Topics covered include brand equity, brand identity, managing across brand and markets, the brand as a product, the brand as an organization, the brand as a nation, the brand as a person (brand personality), and the brand as a symbol. Utilizes multiple instructional methods, such as lectures, discussions, case analyses, in-class exercises, and team assignments. Prerequisite: INB 300.

INB 390J: Topic: Legal Issues in International Business. An examination of practical topics such as drafting contracts and settling disputes, intellectual property protection, regulations against bribery and corruption, sanctions, customs and shipping requirements, and immigration controls. Prerequisites: INB 300 and junior or senior International Business majors only.

INB 390K Topic: Managing in the People’s Republic of China under “Reform and Opening Up.” An overview of China’s history of administration, followed by an examination of the central planning system under Mao Zedong, to lay a foundation for study of management practices developing in China since the 1978 establishment of Reform and Opening Up. Prerequisite: INB 300.

INB 390L. Topic: International Real Estate. Using a value perspective, addresses significant economic, financial, social, and ethical problems facing the global real estate industry. Investigates a range of investment opportunities including commercial and residential development, its financing, operation, and ownership. Reviews the Green Building phenomenon and the emerging global code standards, e.g. LEED (U.S.), BREEAM (U.K.), and Green Star (Australia). Students are required to analyze International Case Studies taken from the Urban Land Institute series, as well as investigating presenting on real estate topics around the world. Real estate problem solving skills involve spreadsheet modeling to provide a rigorous quantitative platform for a range of future industry occupations as well as personal real estate investment. Conducted as a seminar with discussion based on current literature and audio-visual presentations. Prerequisite: INB 372.
INB 390M *Topic: International Portfolio Management.* Advanced course that develops an understanding of the theories and quantitative methods of portfolio optimization, forecasting, and risk management. Covers market inefficiency and how such can be exploited with strategy development, as well as issues specific to the management of fixed income portfolios, including funding, yield curve dynamics, and monetary economics. Additional topics include international markets and foreign exchange, financial market history, and the management of mortgage and credit instruments. Basic understanding of statistics, college algebra, fixed income securities, macroeconomics, and modeling in MS Excel® are required.