Nebraska Wesleyan University

BUSAD 5300 International Business

Catalog

2014-2015

Course Description

This course sets the topics of management, finance, marketing, and other aspects of business decision making in a global context. The course focuses on theoretical aspects (theory of international trade and finance) as well as applied aspects (overcoming cultural barriers, dealing with a different legal environment and standard systems) of international business. Some other topics covered in class include: export and import strategies, international accounting issues, foreign exchange, and international labor relations.

Course Hours

3 hours

Departments

1. Business Administration (Graduate)