

Nebraska Wesleyan University

Catalog 2019-2020

BUSAD 5300 International Business

3 hours

Majors, Minors & Degrees:

Majors (Adult)

Organizational Leadership and Communication (B.S.)

Certificates

Executive Leadership

Departments/Programs:

Business Administration (Graduate)

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.