International Business (IBUS) Courses

IBUS2002 International Business
This course is designed to provide structured approaches for analyzing the rapidly evolving field of international business. Topics include the nature of international business, the international monetary system, the foreign environment, and strategies of how management can deal with environmental forces. Selected case studies should encourage students to evaluate and discuss courses of action taken by companies and industries in the global marketplace. Theoretical foundations of international business and real-world scenarios help prepare students to operate more effectively in the changing global business environment.
Prerequisite(s): MGMT1001, sophomore status. (HY) (OL)
Offered at Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2020 Seminar on the European Union
This course deals with the detailed study of the development of the European community and the implications that it has for American business. Specific companies in selected countries are studied as to how they are affected by community laws, tariffs and production regulations. Considerable emphasis is placed on outside speakers, articles and video cases.
Prerequisite(s): ECON1001.
Offered at North Miami, Providence
4.5 Quarter Credit Hours

IBUS2030 Foreign Area Studies
This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic areas include China (IBUS2031), Pacific Rim (IBUS2032), Latin America (IBUS2033), Russia (IBUS2034), Eastern Europe (IBUS2035) or Africa (IBUS2036). The course is structured to focus on four primary components: business, economics, politics and culture, essentially in this priority.
Prerequisite(s): ECON1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2031 Foreign Area Studies: China
This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic area includes China.
Prerequisite(s): ECON1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2032 Foreign Area Studies: Pacific Rim
This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic area includes Pacific Rim.
Prerequisite(s): ECON1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2033 Foreign Area Studies: Latin America
This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic area includes Latin America.
Prerequisite(s): ECON1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2034 Foreign Area Studies: Russia
This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic area includes Russia.
Prerequisite(s): ECON1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2035 Foreign Area Studies: Eastern Europe
This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic area includes Eastern Europe.
Prerequisite(s): ECON1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2036 Foreign Area Studies: Africa
This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic area includes Africa.
Prerequisite(s): ECON1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS2040 International Culture and Protocol
This course focuses on cultural diversity. Students gain knowledge of international cultures and protocol, which are the critical building blocks of success in conducting business internationally. The ability to build bridges between people from different countries and with different ethnic backgrounds is emphasized in this course.
Prerequisite(s): MGMT1001, sophomore status. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS3035 International Resource Management
Slow economic growth and sovereign debt mark an era of economic and managerial reorientation and renewal. Students will explore the opportunities of efficient resource use and innovation as a creative response to changed international economic and trade conditions. The course will analyze environmental realities on 5 continents and use methods of environmental economics and business management to explore the effects of trade patterns and their impact on the quality of life internationally. Alternative approaches to energy production, trash management, and other resource relevant issues will be discussed. Students completing this course will have a better understanding of the new, post-material economy and its demands on individual and managerial change.
Prerequisite(s): IBUS2002 or ECON1002, junior status. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS4023 International Marketing Communications Seminar
This course allows students to prepare an integrated marketing communications case for a multinational organization and make a presentation of their recommendations to that host organization and/or their advertising agency abroad. The plan includes recommendations based on primary and secondary research findings, as well as a fully integrated marketing communications plan. Upon completing the initial stage of the case, students travel to the international partner site where they continue to work on the implementation of this plan. Faculty from both Johnson & Wales and the partner work with students on the case.
Prerequisite(s): ADVC2001.
Offered at Charlotte, Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

IBUS4082 Operations Management and Process Improvement Abroad
In this course, students actively participate in an operations continuous improvement project with an international corporation abroad. Hosted by an international partner, students spend a week in classes and lectures, preparing for an intensive project week. Students focus on a continuous improvement and cost management project, working directly with the corporation's executives and staff. Along the way students have a chance to tour the host country and visit key cultural sites. This experience provides a professionally focused work experience in their future field and opportunities to learn to navigate cultural barriers when working with an international management team.
Prerequisite(s): MGMT2030 or ACCT3031, 3.0 cumulative GPA.
Offered at Charlotte, Denver, North Miami, Providence, Providence CE
9 Quarter Credit Hours
IBUS4083 International Marketing Communications Abroad
Students work on an international marketing campaign and make a presentation of their recommendations to the host organization and/or their advertising agency abroad. The plan includes recommendations based on primary and secondary research findings, as well as a fully integrated marketing communications plan. Students continue to work on the implementation of this plan at the international partner site. Faculty from both Johnson & Wales and the partner work with students on the case.
Prerequisite(s): ADVC2001, IBUS4023.
Offered at Charlotte, Denver, North Miami, Providence, Providence CE
9 Quarter Credit Hours

IBUS4091 Economics and Trade in an International Context
This course is taught only as part of a short-term summer study abroad program. Students examine international economics and business, management, entrepreneurship and comparative economics and issues such as international trade and foreign exchange. Before departure, students explore basic of the host country history and culture to help understand country better and learn the context for people, society and international business. While in the host country, students discuss case studies and take lectures offered by professors and business people. Classroom-based presentations are augmented with frequent excursions to various business, government and financial institutions.
Prerequisite(s): 2.75 cumulative GPA, 90 credit hours of completed coursework.
Offered at Charlotte, Denver, North Miami, Providence, Providence CE
13.5 Quarter Credit Hours

IBUS4093 Intercultural Management in the Korean Context
This course is taught as a short-term summer study abroad program. Students are placed in an international context to study how culture impacts management practices while developing their own intercultural management competencies through the study of intercultural management theories and practice. Differences between the United States and South Korean practices are analyzed. Industry visits, cultural excursions and experiential projects are included in the course to provide students with a comprehensive and immersive learning experience.
Prerequisite(s): MGMT2001.
Offered at Charlotte, Denver, North Miami, Providence, Providence CE
13.5 Quarter Credit Hours

IBUS4150 Intercultural Management
This faculty-led course places students in an international context to study how culture impacts management practices while developing their own intercultural management competencies through the study of intercultural management theories and practice. Differences between the United States and the host country’s practices will be analyzed. Industry visits, cultural excursions and experiential projects are utilized in the course to provide students with a comprehensive and immersive learning experience, while challenging the students to apply and reflect upon the topics studied. Host country (or countries) are dependent on the lead faculty and the desired geographic area of study. The course is open to all students who meet the criteria.
Prerequisite(s): MGMT1001.
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5-13.5 Quarter Credit Hours

IBUS5511 Global Economic Environments
This course presents various theories and practices of globalization, international trade, importing, exporting, finance and international risk assessment. Topics examined include globalization, absolute and comparative advantage, tariffs, non-tariff barriers to trade, importing and exporting, regional trade agreements, trade policies for developing nations, immigration, foreign investment, and the effect of public policy on international trade. In addition, students gain insight into the ethical, international and multicultural dimensions of organizational behavior.
Prerequisite(s): Completion of required foundation courses. (HY) (OL)
Offered at Denver, North Miami, Online, Providence
3 Semester Credits

IBUS6020 International Business Negotiations
This course is designed to provide students with the theory and practice of international business negotiation that would allow them to conduct talks successfully in a variety of international settings. It exposes students as managers to a broad spectrum of business negotiation issues across the board and assists them to feel comfortable in an interactive international trade environment. A basic assumption of the course is that the contemporary manager handling business internationally is required to have both analytic and interpersonal skills to conduct full-fledged negotiation effectively and successfully. This course is designed to give students the opportunity to develop these types of negotiation skills through a learning experience. Every class deals with an aspect of negotiation in depth, explains various key notions, discusses home-assigned readings, and investigates important issues that have been brought up with regard to the way prospective managers handle negotiation.
Prerequisite(s): MGMT5800, RSCH5700. (HY) (OL)
Offered at Online, Providence
3 Semester Credits