

# INBU 300: Principles of Intrn'l Business

Develop the competitive structure of industries and for formulating strategy within an international context. Examine competitive theories, analyses, and strategies relevant to the major national and international business environments. Discuss organizational and functional issues including transnational company structures, the role of marketing, finance, trade, technology transfer and the public-private interface in the formulation of firm strategy.

**Credits:** 3

**Prerequisites/Permissions:**

ACCT 202, ECON 001, ECON 002, MATH 026/156 (C), B-School Major/Minor

**Program:**

## International Business